

| | | | | | |
|--------------------|--------|------------|----------------|-----------------------------------|--------|
| Rep Order# 6852140 | Ver# 1 | Status New | Traffic Order# | Printed: 09/13/2012 11:24 AM | 1 of 7 |
| EC'd Yes | | | | Last Received: 09/13/2012 9:50 AM | |
| | | | | Showing Buylines: All Lines | |

| | | |
|----------------------------------|--------------------------------------|---------------------------------|
| Station WAVY-TV NORFOLK, VA. | Agency () GMMB | Rep Firm |
| Advertiser () OBAMA FOR AMERICA | 3050 K ST NW | Sales Office () PHILADELPHIA |
| Product BARACK OBAMA | WASHINGTON, DC 20007 | Salesperson () ANJIE BRADY |
| Estimate# | Agency C/P1/P2/E | |
| Buyer MAURA GILROY | Flight Dates 09/18/2012 - 09/24/2012 | Salesperson Phone# 215-567-6005 |
| Phone# | Hiatus Weeks | Salesperson FAX# 215-567-5938 |
| Fax# | | |

--- CONTRACT COMMENT ---
 CLIENT: OBAMA FOR AMERICA SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|---------|-------------------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 9A-10A | Buyline Comment: TODAY SHOW 2 | :30 | \$150.00 | 09/18-09/21 | 6 | 1 | 6 | \$900.00 | |
| | 2 | M | 9A-10A | Buyline Comment: TODAY SHOW 2 | :30 | \$150.00 | 09/24-09/24 | 2 | 1 | 2 | \$300.00 | |
| | 3 | TU-F | 10A-11A | Buyline Comment: TODAY SHOW 3 | :30 | \$125.00 | 09/18-09/21 | 6 | 1 | 6 | \$750.00 | |
| | 4 | M | 10A-11A | Buyline Comment: TODAY SHOW 3 | :30 | \$125.00 | 09/24-09/24 | 2 | 1 | 2 | \$250.00 | |
| | 5 | TU-F | 11A-12P | Buyline Comment: HAMPTON ROADS SHOW | :30 | \$50.00 | 09/18-09/21 | 6 | 1 | 6 | \$300.00 | |
| | 6 | M | 11A-12P | Buyline Comment: HAMPTON ROADS SHOW | :30 | \$50.00 | 09/24-09/24 | 2 | 1 | 2 | \$100.00 | |
| | 7 | TU-F | 12P-1P | Buyline Comment: NEWS AT NOON | :30 | \$75.00 | 09/18-09/21 | 6 | 1 | 6 | \$450.00 | |
| | 8 | M | 12P-1P | Buyline Comment: NEWS AT NOON | :30 | \$75.00 | 09/24-09/24 | 2 | 1 | 2 | \$150.00 | |
| | 9 | TU-F | 1P-2P | Buyline Comment: DAYS OF OUR LIVES | :30 | \$125.00 | 09/18-09/21 | 6 | 1 | 6 | \$750.00 | |
| | 10 | M | 1P-2P | Buyline Comment: DAYS OF OUR LIVES | :30 | \$150.00 | 09/24-09/24 | 2 | 1 | 2 | \$300.00 | |

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2 of 7

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Buyer MAURA GILROY
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Fax#

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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|-------|-----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 11 | TU-F | 2P-3P | THE DOCTORS | :30 | \$50.00 | 09/18-09/21 | 6 | 1 | 6 | \$300.00 | |
| | 12 | M | 2P-3P | THE DOCTORS | :30 | \$50.00 | 09/24-09/24 | 2 | 1 | 2 | \$100.00 | |
| | 13 | TU-F | 3P-4P | MAURY POVICH | :30 | \$125.00 | 09/18-09/21 | 6 | 1 | 6 | \$750.00 | |
| | 14 | M | 3P-4P | MAURY POVICH | :30 | \$125.00 | 09/24-09/24 | 2 | 1 | 2 | \$250.00 | |
| | 15 | TU-F | 4P-5P | ANDERSON COOPER | :30 | \$125.00 | 09/18-09/21 | 6 | 1 | 6 | \$750.00 | |
| | 16 | M | 4P-5P | ANDERSON COOPER | :30 | \$125.00 | 09/24-09/24 | 2 | 1 | 2 | \$250.00 | |
| | 17 | TU-F | 5A-6A | EARLY AM NEWS | :30 | \$300.00 | 09/18-09/21 | 6 | 1 | 6 | \$1,800.00 | |
| | 18 | M | 5A-6A | EARLY AM NEWS | :30 | \$300.00 | 09/24-09/24 | 2 | 1 | 2 | \$600.00 | |
| | 19 | TU-F | 6A-7A | AM NEWS | :30 | \$700.00 | 09/18-09/21 | 6 | 1 | 6 | \$4,200.00 | |
| | 20 | M | 6A-7A | AM NEWS | :30 | \$700.00 | 09/24-09/24 | 2 | 1 | 2 | \$1,400.00 | |
| | 21 | TU-F | 7A-9A | TODAY SHOW | :30 | \$700.00 | 09/18-09/21 | 8 | 1 | 8 | \$5,600.00 | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|-----------|---|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 22 | M | 7A-9A | ----- Buyline Comment: TODAY SHOW | :30 | \$700.00 | 09/24-09/24 | 2 | 1 | 2 | \$1,400.00 | ----- |
| | 23 | TU-F | 430A-459A | ----- Buyline Comment: EARLY TODAY | :30 | \$40.00 | 09/18-09/21 | 2 | 1 | 2 | \$80.00 | |
| | 24 | M | 430A-459A | ----- Buyline Comment: EARLY TODAY | :30 | \$40.00 | 09/24-09/24 | 1 | 1 | 1 | \$40.00 | |
| | 25 | SA | 6A-7A | ----- Buyline Comment: SAT EARLY AM NEWS | :30 | \$100.00 | 09/22-09/22 | 2 | 1 | 2 | \$200.00 | |
| | 26 | SA | 7A-8A | ----- Buyline Comment: SAT AM NEWS | :30 | \$250.00 | 09/22-09/22 | 2 | 1 | 2 | \$500.00 | |
| | 27 | SA | 8A-10A | ----- Buyline Comment: SAT TODAY SHOW | :30 | \$300.00 | 09/22-09/22 | 2 | 1 | 2 | \$600.00 | |
| | 28 | SU | 6A-7A | ----- Buyline Comment: SUN EARLY AM NEWS | :30 | \$100.00 | 09/23-09/23 | 2 | 1 | 2 | \$200.00 | |
| | 29 | SU | 7A-8A | ----- Buyline Comment: SUN AM NEWS | :30 | \$200.00 | 09/23-09/23 | 2 | 1 | 2 | \$400.00 | |
| | 30 | SU | 8A-9A | ----- Buyline Comment: SUN TODAY SHOW | :30 | \$275.00 | 09/23-09/23 | 2 | 1 | 2 | \$550.00 | |
| | 31 | SU | 9A-10A | ----- Buyline Comment: MEET THE PRESS | :30 | \$1,200.00 | 09/23-09/23 | 1 | 1 | 1 | \$1,200.00 | |
| | 32 | TU-F | 5P-530P | ----- Buyline Comment: 5P NEWS | :30 | \$350.00 | 09/18-09/21 | 4 | 1 | 4 | \$1,400.00 | |

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Buyer MAURA GILROY Flight Dates 09/18/2012 - 09/24/2012
Phone# Hiatus Weeks
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Rep Firm
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|--|-----|------|------------|---------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 55 | M | 1235A-135A | | :30 | \$60.00 | 09/24-09/24 | 1 | 1 | 1 | \$60.00 | |
| Buyline Comment: JIMMY FALLON | | | | | | | | | | | | |
| | 56 | SU | 815P-1130P | | :30 | \$2,500.00 | 09/23-09/23 | 2 | 1 | 2 | \$5,000.00 | |
| Buyline Comment: SUNDAY NIGHT FOOTBALL | | | | | | | | | | | | |
| | 57 | SU | 7P-815P | | :30 | \$700.00 | 09/23-09/23 | 1 | 1 | 1 | \$700.00 | |
| Buyline Comment: FOOTBALL NIGHT IN AMERICA | | | | | | | | | | | | |
| | 58 | TU | 8P-9P | | :30 | \$1,200.00 | 09/18-09/18 | 2 | 1 | 2 | \$2,400.00 | |
| Buyline Comment: THE VOICE | | | | | | | | | | | | |
| | 59 | TU | 9P-10P | | :30 | \$1,200.00 | 09/18-09/18 | 1 | 1 | 1 | \$1,200.00 | |
| Buyline Comment: GO ON/THE NEW NORMAL | | | | | | | | | | | | |
| | 60 | W | 8P-9P | | :30 | \$1,000.00 | 09/19-09/19 | 1 | 1 | 1 | \$1,000.00 | |
| Buyline Comment: THE VOICE | | | | | | | | | | | | |
| | 61 | SU | 1A-2A | | :30 | \$10.00 | 09/23-09/23 | 1 | 1 | 1 | \$10.00 | |
| Buyline Comment: LEVERAGE | | | | | | | | | | | | |
| | 62 | TU-F | 135A-205A | | :30 | \$25.00 | 09/18-09/21 | 1 | 1 | 1 | \$25.00 | |
| Buyline Comment: CARSON DALY | | | | | | | | | | | | |

---REPORT TOTALS---
Report Totals: 166 / \$59,205.00

---SALES MONTHLY TOTALS---
Sep 12: 166 / \$59,205.00

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Sales Totals: 166 / \$59,205.00
Station Totals: 166 / \$59,205.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$185,016

| | | | | | | | | | |
|------|----|------|-----|------|-----|------|----|------|-----|
| CATV | 0% | WAVY | 32% | WGNT | 3% | WPXV | 0% | WTKR | 14% |
| WTVZ | 7% | WVBT | 23% | WVEC | 21% | | | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE